



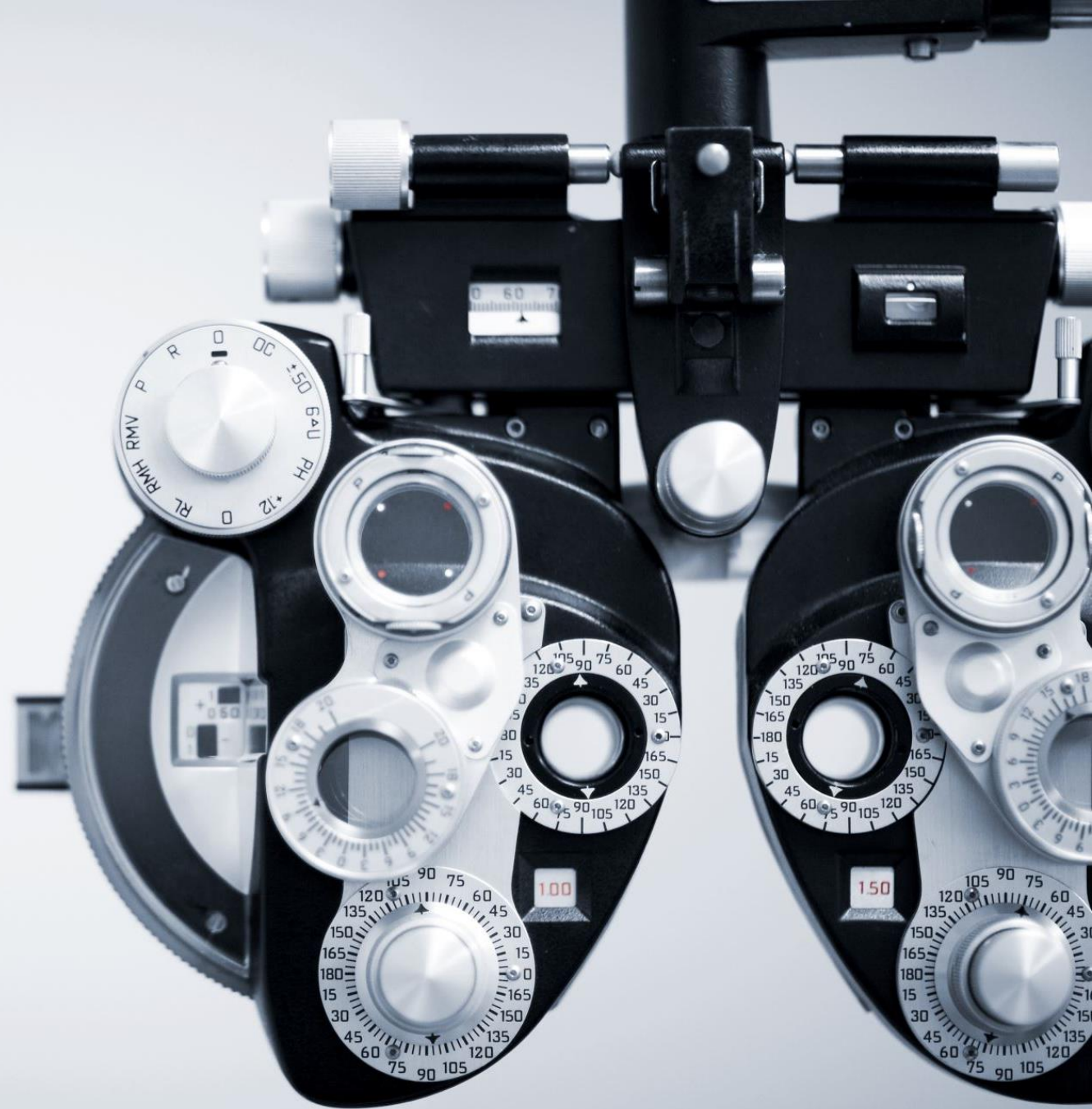
**Ken Mall**



# Strategic Planning as a Tool for Setting and Achieving Goals

Our vision is . . .

**Every Missourian  
empowered with  
the skills and  
education needed  
for success.**

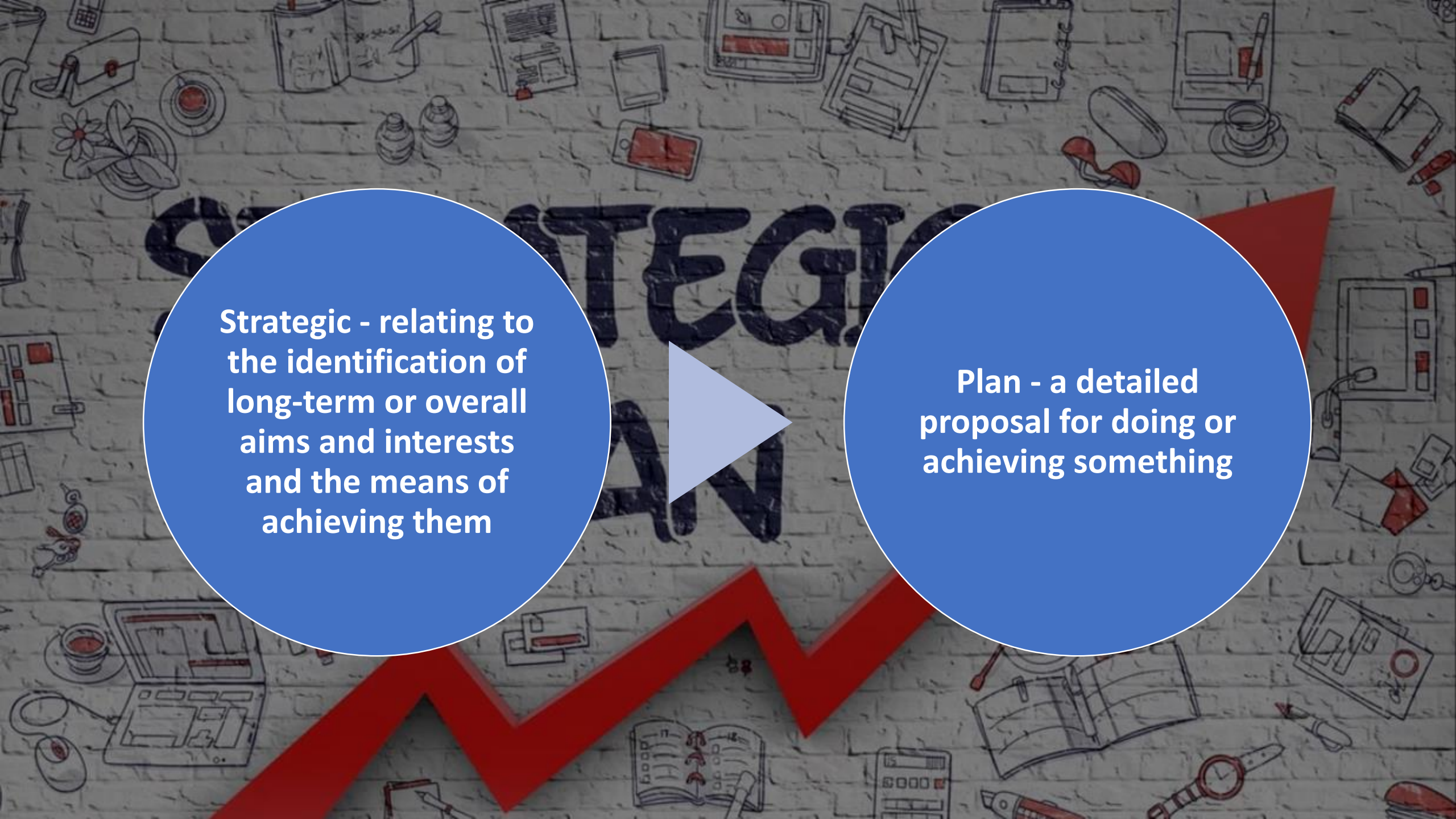




# STRATEGIC PLAN







**Strategic - relating to the identification of long-term or overall aims and interests and the means of achieving them**

**Plan - a detailed proposal for doing or achieving something**

# Why are goals so important in the Strategic Planning process?





VISION



PRIORITIES



GOALS

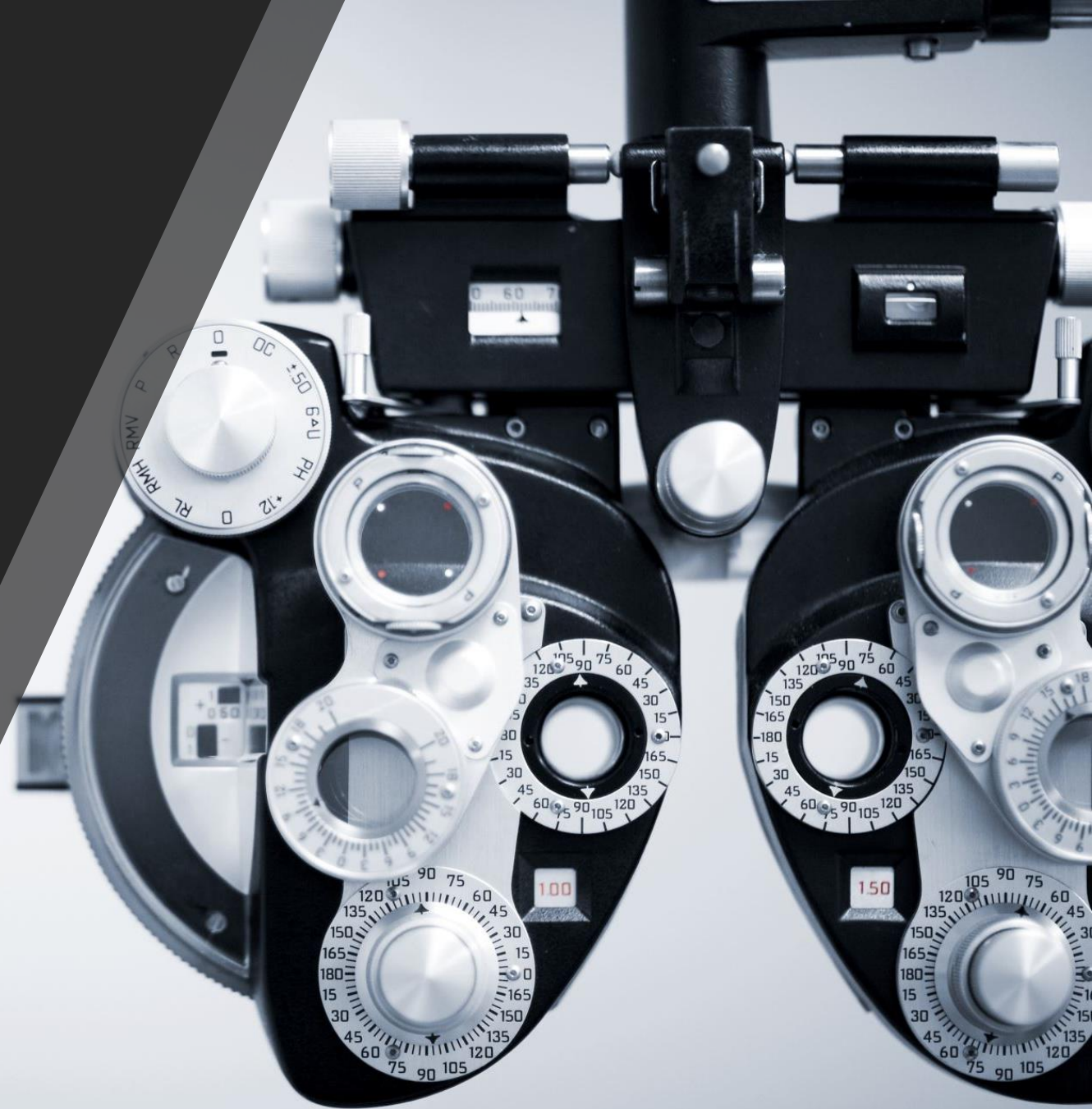


STRATEGIC PLAN



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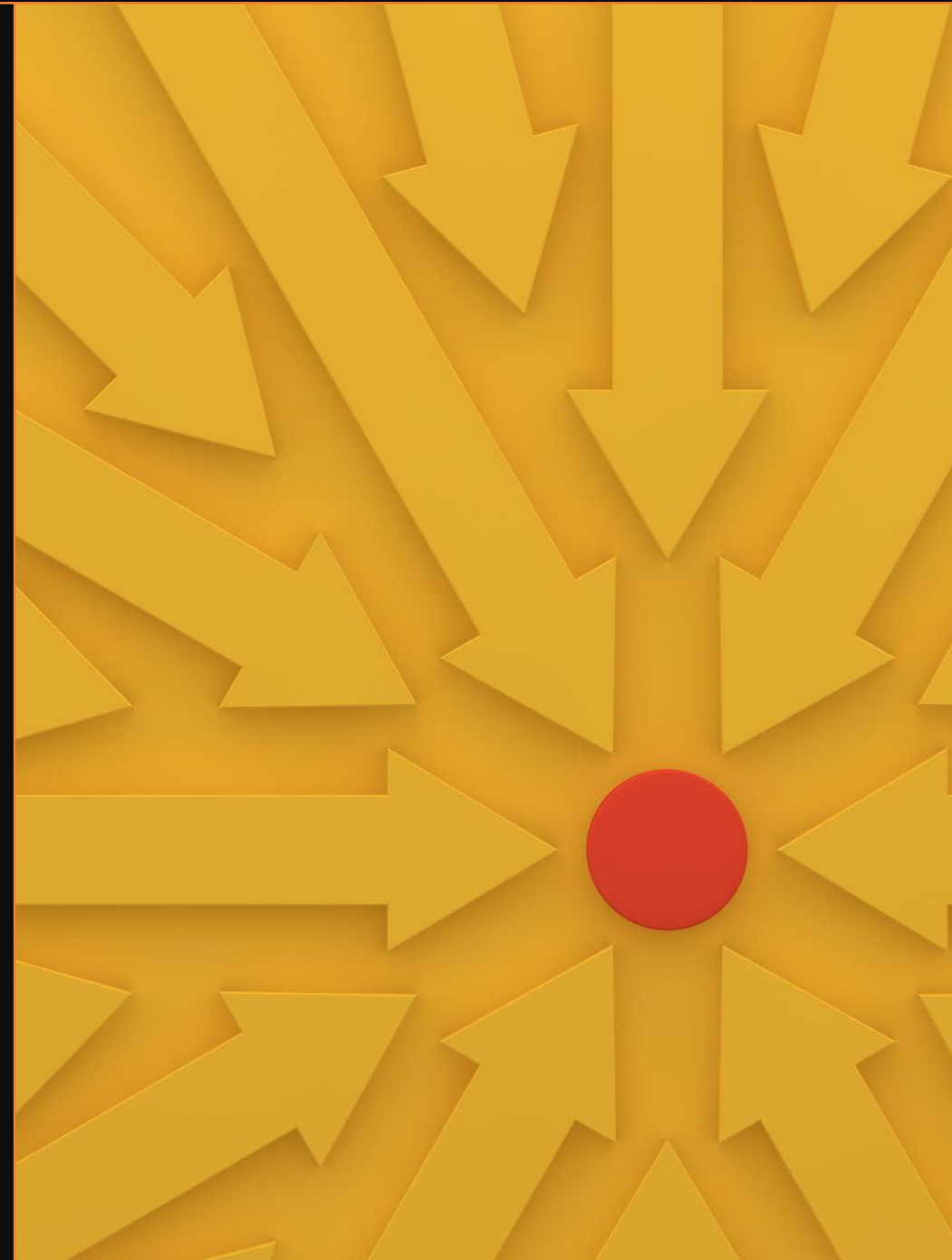
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Our priorities  
include . . .

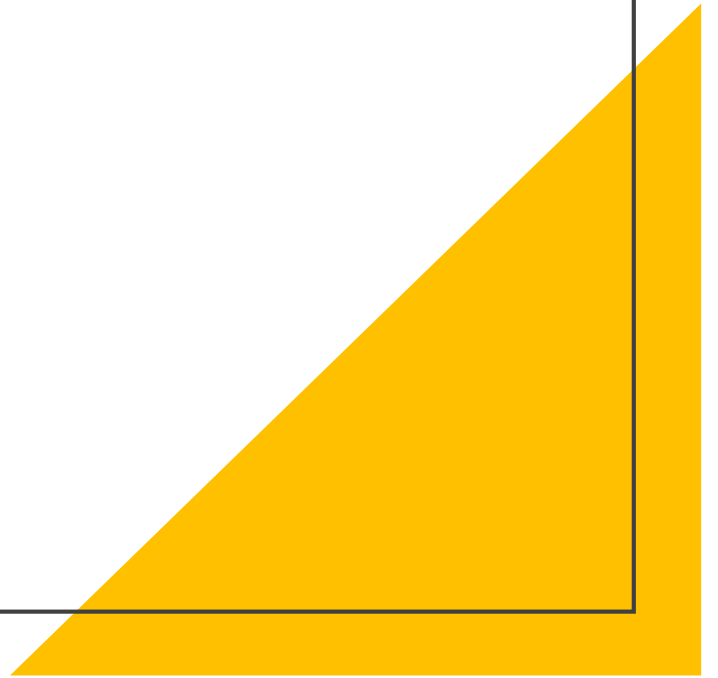
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To achieve our vision  
and address our  
priorities our goals  
are to . . .



To realize our goals  
our plan is to...





# Goal

an aim or  
desired result.



# Good goals must be . . .

**. . . Challenging in  
Order to Be  
Motivating**

**. . . Focused and  
Not Overwhelming**

**. . . Objective and  
Measurable**

**. . . Updated and  
Kept Relevant  
Throughout the  
Year**





# Make your goal . . .

. . . Specific

. . . Measurable

. . . Achievable

. . . Relevant

***And always set a timeline to for when you will accomplish your goals!***

My professional  
goal is to . . .

**Spend four hours a  
week through  
September training  
my team how to  
assist clients with the  
strategic planning  
process.**





## Strategic Plan

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**With the goals defined create a plan to realize the goals.**

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# Tell the story

- **Our vision is . . .**
- **Our priorities are . . .**
- **To achieve this, our goals include . . .**
- **To realize our goals our plan is to . . .**





Thank you!

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